

### 13. BASIC FUNCTION OF POSITION

Under the supervision of Reference Librarian – Outreach (BLA-721003) and with guidance from the Director, the incumbent offers reference and outreach services to audiences in the Consular District. The incumbent proactively sends current and up-to-date information, including IIP publications and products, on USG policies to target audience to meet mission goals; organizes programs to reach out to a wide variety of audiences to promote and enhance use of library resources; actively provides readers advisory service including assisting patrons in accessing the eLibraryUSA databases; and develops new contacts. The incumbent participates in collection development suggesting current titles on topics important to the Mission.

### 14. MAJOR DUTIES AND RESPONSIBILITIES

#### A. Outreach, Public Programs, and Contact-Building (40%)

- Visits academic institutes, government offices, NGOs, and other such organizations to develop contacts;
- Keep contacts apprised of Library resources and PAS programs in their areas of interest;
- Identify potential program partners and exchange program nominees;
- Organize student orientation programs;
- Propose innovative programs to meet Mission goals;
- Assist in organizing books discussions, movie discussions, webinars, and other programs;
- Assist in designing promotional materials such as flyers, invitations, etc.;
- Provide content for use in PAS social media platforms promoting library resources and services; and
- Put up special thematic displays in Library.

#### B. Customer Service (25%)

- Explain library resources, activities, and services, including online catalog and eLibraryUSA databases to prospective and new patrons;
- Demonstrate OPAC and eLibraryUSA to prospective and new patrons;
- Resolve eLibraryUSA patrons' usage issues;
- Suggest appropriate titles to patrons based on their queries and/or borrowing history; and
- Issue, return, and reserve books.

#### C. Reference (20%)

- Prepare infopacks and e-infopacks encompassing monthly themes; strategic issues; and in support of PAS programs;
- Provide in-depth reference service in response to reference queries; and
- Use online databases to prepare requested bibliographies;

#### D. Collection Development (10%)

- Shelf reading;
- Identifying and retiring obsolete and underused resources;
- Suggesting new books/films/periodicals/electronic resources to be ordered; and
- Preparing book/film lists for ordering.

#### E. Reporting (5%)

- Provide input on all activities for regular monthly reports;
- Provide inputs for DAR report of special programs;
- Report all activities in MAT; and
- Maintain Reference statistics.

## 15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

- a. Education: A Bachelor's degree in Arts (Humanities), Business (Commerce) or Science/Technology is required.
- b. Prior Work Experience: Minimum four years' experience in reference, outreach, public relations, events planning, and/or academia.
- c. Post Entry Training: Professional level post entry training is generally on-the-job training, working with the Reference Librarian-Outreach (BLA-721003), and Library Director (BLA-721001) to gain knowledge of American reference tools and services. Incumbent will be trained to use on-line databases, on-line library software and new media.
- d. Language Proficiency: Level IV in (speak, read, write) English required. Level III (speak, read) in Hindi, Marathi or Gujarati is also essential.
- e. Job Knowledge: A knowledge of accepted library practices and procedures and of current trends and innovations; knowledge of major American reference tools and services in all subject areas; an understanding of the goals and objectives of the post; a good general knowledge of American legal, social and political processes, of American literature and cultural history. A thorough knowledge of the Indian political, economic, social, education and cultural systems and of key figures and institutions in those systems.
- f. Skills and Abilities: Ability to perform research on a large variety of subjects; ability to search online databases; ability to develop and maintain contacts among key audience members; ability to organize programs; good oral and communication skills; ability to draft correspondence and reports in English; ability to work with all types of patrons; ability to work under pressure; ability to collate and design library products such as infopacks, bibliographies, fliers etc.

## 16. POSITION ELEMENT

- a. Supervision Received: Directly supervised by the Reference Librarian-Outreach (BLA-721003), but is delegated full responsibility and accountability for all technical aspects of the job.
- b. Supervision Exercised: None.
- c. Available Guidelines: Policy guidelines are received from the Information Resource Officer (IRO), Library Director. Post goals and objectives.
- d. Exercise of Judgment: The incumbent exercises extensive independent judgment in responding to all reference queries, in analyzing each query, determining the scope and nature of response, and in interpreting and evaluating materials available.
- e. Authority to Make Commitments: Ability to make programmatic commitments with approval of supervisor.
- f. Nature, Level, and Purpose of Contacts: Maintains liaison with mid to high level Indian contacts and with mission officers to ensure the library meets their needs.
- g. Time Expected to Reach Full Performance Level: Two years.